

Notice of References Cited	Application/Control No. 10/749,462		Applicant(s)/Patent Under Reexamination PETERSEN ET AL.	
	Examiner James J. Debrow		Art Unit 2176	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-5,754,939	05-1998	Herz et al.	455/3.04
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*	C	US-5,960,409	09-1999	Wexler, Daniel D.	705/14
*	D	US-5,948,061	09-1999	Merriman et al.	709/219
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	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Langheinrich et al.; "Unintrusive Customization Techniques For Web Advertising"; 1999; pp 1-11
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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